

# One Tweet at a Time

Developing critical thinking  
library connections &  
information skills with Twitter

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# What is Twitter?

- A microblogging platform
  - Short, 140 character messages
- An open & multidirectional communication tool
  - Communicate with the ether, the twitterverse or specific audiences
- A social networking tool
  - Connect with the hive mind, instant answers
  - It's all in who you follow
- Simple in concept, complex in actuality

# It's about the Network

- Communicating with colleagues, collaborators, hobbyists
- Conference communication
- Local and National news
- Targeted audiences

# The UGL & Twitter

Leverage what already have

- Library home page
  - Awareness of the tool isn't required
  - From static Alerts to sparking intellectual curiosity
    - Undergraduate Research Methods project
    - Leveraging Twitter to address specific concerns

# Why Twitter?

- Choose the right tool for the job
  - Don't let the tool drive the problem *or* the solution!
- Start small, and grow

# Our basic principles

- ▶ Connect students to their intellectual curiosity
- ▶ Connect students to *our resources*
- ▶ to provide solutions for problems before they occur
- ▶ to advertise our services
- ▶ to make connections between library resources and life in general
- ▶ Be
  - ▶ Friendly
  - ▶ Approachable
  - ▶ Interesting
  - ▶ Authoritative
  - ▶ Open to the possibilities
- ▶ To develop twitter followers, and use twitter as a feedback mechanism



Connect  
Undergraduate Students  
to their  
Intellectual Lives  
through  
Library Resources

# Making the Connections

- Celebrate the vitality of the UGL
- Highlight collection & resources that will engage students
  - We assume intelligence, engagement & curiosity
- Inform students of what resources are available, alert them to the possibilities
- Market services – because our students need to know about them
- Building towards 2way communication



# Types of Tweets

- Services tweets — how can the library help you?
- Partner tweets — partner hours & events
- Today in History tweets — engage curiosity, teach context
- Alerts & bulletins — wifi, elevator, printing, temp control
- Search Tip tweets — database-specific & general search tips
- Database highlights — library awareness
- Current events — campus, CU, national.

# Today in History

In 1967 Che Guevara was executed today. Learn more about what socialism is (and is not) in these books:

<http://cli.gs/Pp6hP9>

Today 1871, the Great Chicago Fire ignited, no not the soccer team. Read more about this transformative tragedy here: <http://cli.gs/y4GyR1>.

Its 772 years today since British spy was executed in Arnold affair. Who was Benedict Arnold. Find out from <http://cli.gs/3u4H4D>

Did Earth Day leave you feeling transcendent? Check out this talk: Religion, Nature & a Sense of Wonder. Wednesday, 4pm <http://cli.gs/tzS2q5>

*3:40 PM Apr 21st from web*

(5/1) Looking to blow off some of that end of the semester stress? The UGL checks out portable game systems, Nintendo DS and Sony PSP!

*9:14 AM May 1st from web*

(4/7) That paper is due soon! Need help with your research? Stop by Librarian's Office Hours in Rm. 291 of the UGL, today 6-8pm!

*11:08 AM Apr 7th from web*

(4/7) Want to see what your peers are rocking in research? Come to the Undergraduate Research Symposium at the Union!

<http://cli.gs/NapNjE>

*9:47 AM Apr 7th from web*

(4/6) Don't miss "They Live by Night", part of Champaign Public Library's Film Noir Series! Plays from 7-9, 4/7! <http://cli.gs/3APe5p>

*8:32 PM Apr 6th from web*

(4/6) Thinking about changing your major? Interested in teaching? Talk to the College of Education, tonight until 8!

*4:54 PM Apr 6th from web*

(4/6) Drop in to the undergrad for resume and cover letter reviews from 7-9 p.m. tonight!

*3:32 PM Apr 6th from web*

(4/6) Martin Luther King's assassination was 41 years ago this week; Life Magazine's archival photos are amazing. <http://cli.gs/rHeEsQ>

[/rHeEsQ](http://cli.gs/rHeEsQ)

*1:30 PM Apr 6th from web*

(4/6) Want to see what other undergrad students are researching? Stop by the Undergrad Research Symposium tomorrow, 9AM-4PM in the Union.

*11:50 AM Apr 6th from web*

# Tools for using Twitter

- [Twitter.com](https://twitter.com)
- [Hootsuite.com](https://hootsuite.com)
- Tweetdeck
- Lots of mobile readers
- RSS feeds
- [Twitter Times](#)

# UGL uses:

- Hootsuite
- Wiki
  - Signing up for TDiH tweets
  - Instructions for creating permanent URLs
- URL shortener
- A lot of GA time!

# How has it succeeded?

- Currently at 734 followers
  - Over 100 are our undergraduate students
- We've begun to see many imitators
- A growing voice on campus
- Relationships with the larger CU community

# Questions?

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